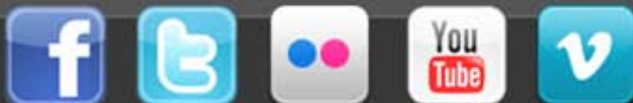




Social Media Roundup

# Maximizing the effectiveness of a Twitter account

Understanding and engaging with Twitter



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# Agenda

This week's Social Media Roundup will take a closer look at Twitter and show how your organization can use it effectively.

- Introduction
- Understanding Twitter
- Communicating with 140 characters
- Twitter engagement
- Determining who to follow
- Understanding the language
- Resources
- Summary



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# What is Twitter?

- Twitter is a service that allows users to post a message or “Tweet” that consists of 140 characters or less.
- Users can “follow” other Twitter accounts to stay up-to-date on what other organizations and other people are saying.
- It is an open and public platform for communication. Twitter accounts can be set to private, but if the account is managed by an Army organization, it should be set to public.



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# Understanding Twitter

Who uses Twitter and why it matters



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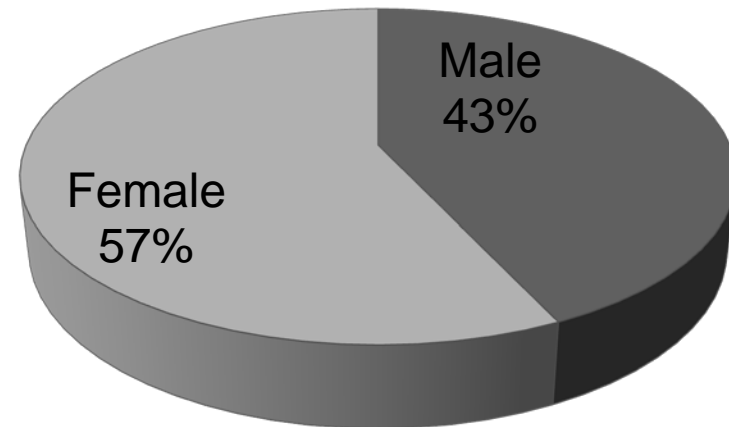
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# Understanding Twitter

- Twitter is estimated to have nearly 200 million registered accounts and experiences about 110 million Tweets per day.  
(source: Forbes <http://bit.ly/eXzP3A>)
- Twitter users include brands, celebrities, news organizations, politicians, government organizations and non-profits.

## Twitter Use by Gender



Source: <http://bit.ly/6qYeAo>

Obama: "Now is America... comp \$2T sitting on the encourage you to

43 minutes ago via web

**BarackObama**

RT @whitehouse: "Advise the Advisor": New series explains what the President's up to, asks for your ideas. Plouffe up 1st: <http://wh.gov/xCY>

7:13 PM Feb 7th via HootSuite

**msnbc**

Scratch names <http://o @msn>

about 13 hours

**andersoncooper**

It is with a heavy heart that I have decided to leave [#Egypt](#). CNN continues to have many teams in place. It was a hard decision to leave.

3:55 PM Feb 5th via Übertwitter

Answers from today's "What was your pow treatment West, "V course "B

about 16 hours ago

**google**

On Feb 10, livestream our "ThinkMobile" event aimed at helping businesses succeed in the mobile era <http://goo.gl/xODvf>

8 minutes ago via web

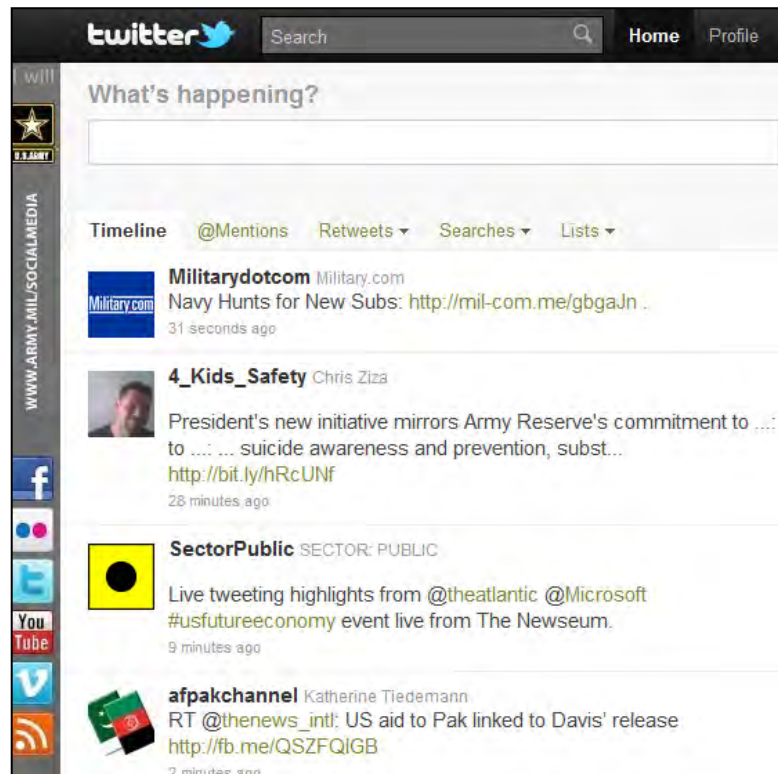


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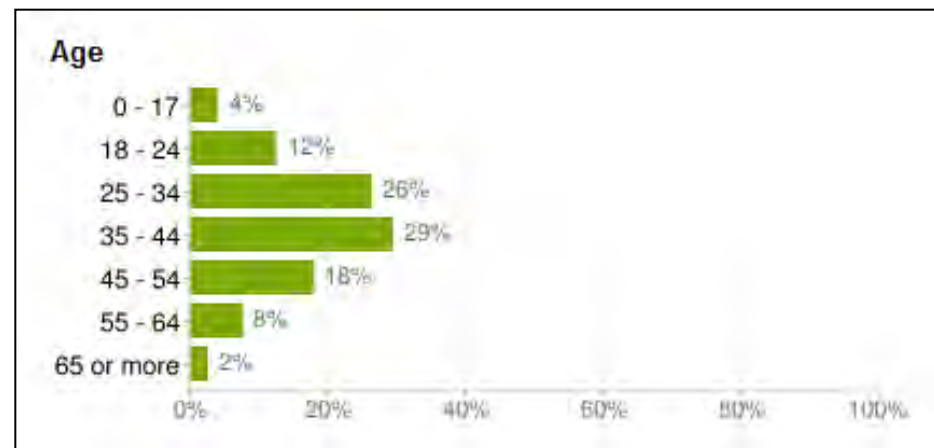




# Understanding Twitter

- Twitter is about more than personal status updates.
- In today's news climate, we no longer look for the news, the news finds us.
- People use Twitter not only to tell other people what's going on in their lives, but to track the news on their own Twitter feed.

Twitter users by age



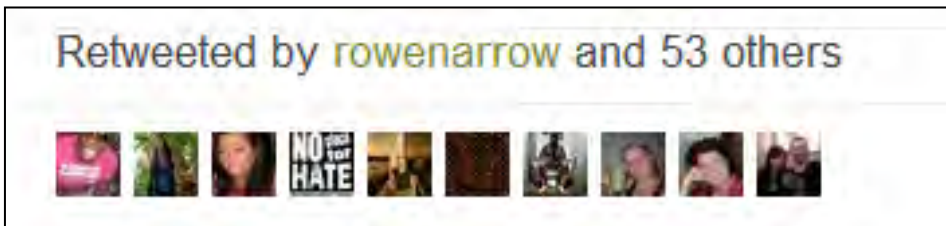
Source: <http://bit.ly/6qYeAo>



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# Understanding Twitter



- News travels fast, and with the help of Twitter, news can travel extremely fast.
- Twitter can spread a news story, a link or an important quote quickly and effectively.
- A simple Tweet can start the conversation. If the Tweet is particularly interesting and it is retweeted by an account with a lot of followers, it can spread like wildfire.
- A retweet by a Twitter account with 25,000 followers is substantially more powerful than a retweet by an account with 25 followers.



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# Communicating with 140 characters

Using Twitter successfully



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# Communicating with 140 Characters

- 140 characters may not seem like a lot, but a lot can be said in such a short space.
- There is plenty of room to operate within 140 characters, but it serves your organization well to be creative.
- Twitter can be used for multiple purposes to include:
  - Content distribution
  - Information sharing
  - Breaking news coverage
  - Event coverage
  - Crisis communications



# Communicating with 140 Characters

- Army organizations use Twitter to achieve desired outcomes in both operational and garrison environments.
- In operational environments, Army organizations can use Twitter to link to stories, link to images or provide quotes from leaders in deployed environments.
- In garrison environments, Twitter can notify individuals living on the installation or in surrounding communities about road construction, school closures and weather warnings, etc.

## Twitter in operational environments



## Twitter in garrison environments



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# Communicating with 140 Characters

- A lot of organizations become consumed with the desire to build their Twitter following, but it's better to focus on Tweeting exceptional content. Followers will come with time.
- Share, engage, retweet and assist when possible with your Twitter account.
- Understand your audience and Tweet information they need and want. This will help build a strong following.
- Listen to what your followers are talking about.
- Create a voice and personality for your organization, and then compose Tweets using that voice.
- Become the go-to resource for timely news and information about your organization.



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# Communicating with 140 Characters



Move beyond website articles and press releases when looking for social media content. Be resourceful when looking for content to Tweet from your official page. This content was extracted from a weekly Community Relations report.



When Tweeting, use Google searches, official websites, or the WeFollow.com Twitter directory to find out if the organization or individual you are Tweeting about has an official Twitter page. If so, include their username in your Tweets. Doing this helps build a community and show other users you're listening to what they are saying.



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# Twitter engagement

Using Twitter to connect with an audience



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# Twitter engagement

## Why engage on Twitter?

- **Accountability.** Display accountability to the American public.
- **Credibility.** Serve as the official source of information for your organization.
- **Feedback.** Gain insight from users about what matters to them.
- **Responsibility.** Use Twitter as a platform to achieve your organization's goals and demonstrate its values.
- **Transparency.** Keeping the public informed about how their tax dollars are being used.
- **Provide Purpose.** There is a lot of information out there. Provide valuable information so users continue to follow your Twitter account.



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# Twitter engagement

- When first establishing a Twitter account, active engagement is crucial to building an audience and sharing information.
- After building a large number of followers, use direct messages to engage with your organization's followers. This minimizes a constant flood of @ replies in your timeline which may cause some users to unfollow you for Tweeting too much.
- Please note that direct messages can only be sent to users who are following you.

## How to build and keep a Twitter following

- ☐ Brand the page and list it as the “official” Twitter account
- ☐ Include Twitter account in press releases
- ☐ Ask members in the unit to include the Twitter account in their signature block
- ☐ Promote Twitter account in installation newspaper
- ☐ Promote Twitter account on business cards
- ☐ Retweet content from other unit Twitter accounts and encourage them to retweet your content
- ☐ Be responsive. When someone asks a question, answer in a timely manner



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# Twitter engagement

- Twitter is not a scripted dialogue. It is an open conversation between you, your followers and your potential followers.
- While the retweet button was a great idea in theory, simply using it is not engagement. Copy and paste Tweets, add RT @(user's name) and your response. This way, your followers see why the original Tweet is important to your organization. Users have to go extra steps to view Tweets that were retweeted using the automatic retweet button.



Basic retweet



Better retweet

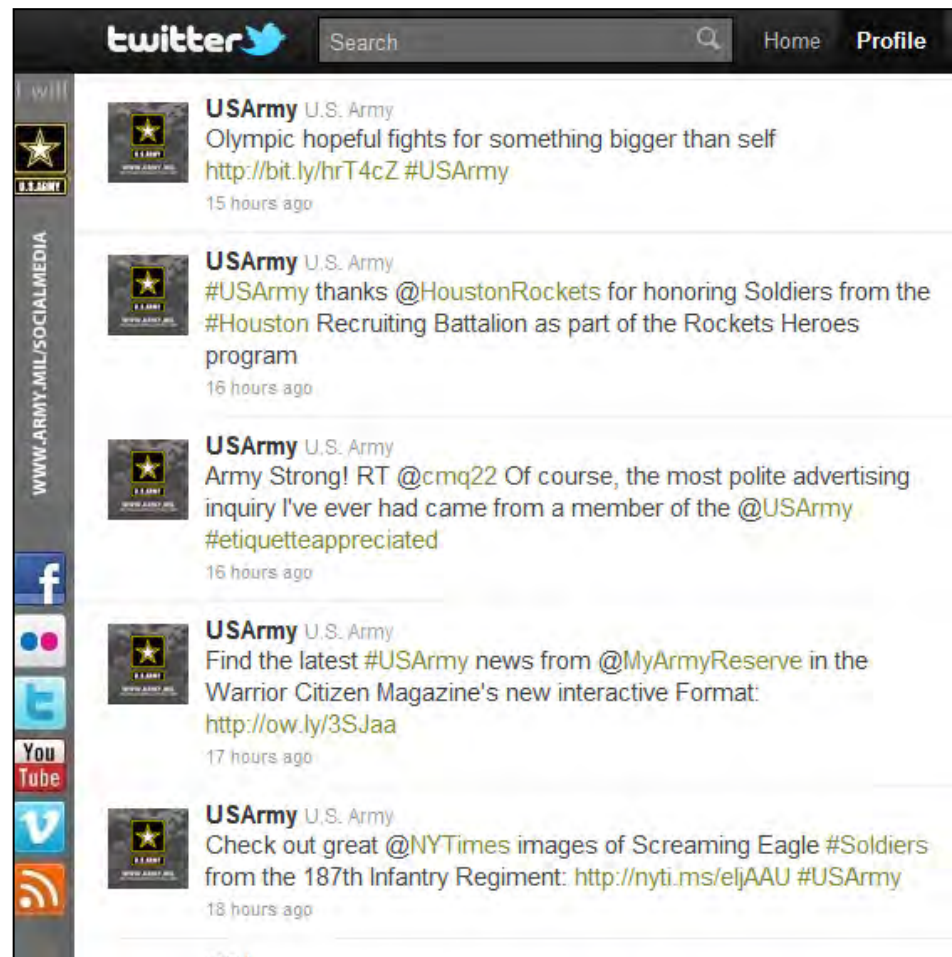


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# Twitter engagement

- Create a dialogue. Twitter “dialogue” consists of @ replies, retweets and commentary on Tweets from other users.
- Evaluate your Twitter timeline to assess how much of the content is your content *versus* content generated from other users *versus* replies and direct interaction with users. You should spend a third of your time on each area.
- After you evaluate your timeline, make adjustments. Your Twitter account should be a good balance of your content, interactions and content generated by other accounts.



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# Determining who to follow

Using Twitter to stay up-to-date on news and events



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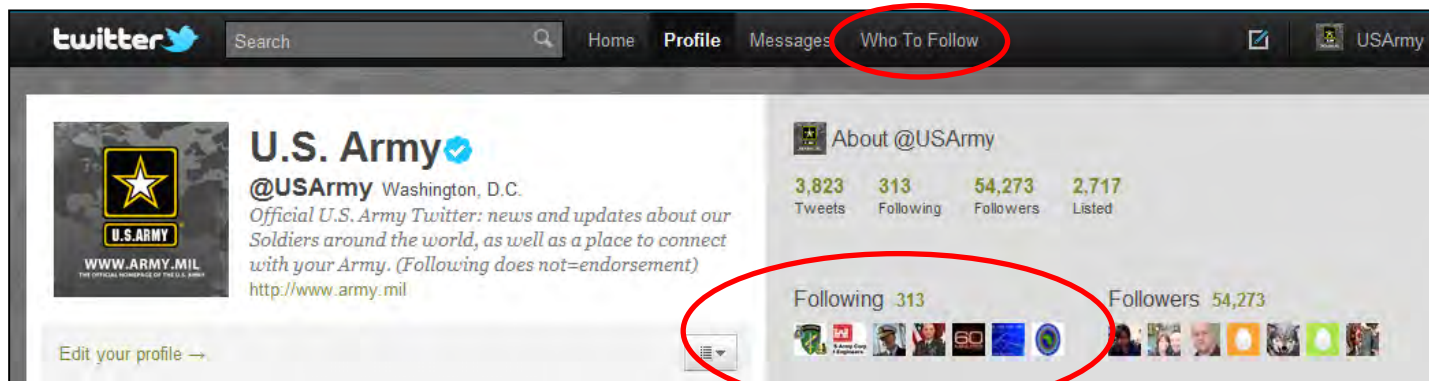
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# Determining who to follow

- Twitter works best as a two-way conversation. It's not just about the information your organization Tweets, it's about listening to other organizations.
- When your organization is getting started with Twitter, make sure to follow sister units and other units on the installation. Follow garrison and MWR Twitter accounts on post. And of course, make sure to follow @USArmy.
- Your organization should follow major news organizations like the New York Times and CNN. You should also follow local news outlets like TV stations and newspapers.
- Keep your eyes open for new Twitter accounts. Twitter is always growing so continue to expand the list of those your organization follows.



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# Determining who to follow

## Who to avoid on Twitter

- While Twitter is a great way to get involved in the conversation, there are a few categories of Twitter users you should avoid.
  - Brands – Your organization should not endorse products by following them on Twitter.
  - Religious groups – Following religious groups indicates that your entire organization subscribes to a specific belief.
  - Unverified accounts – There are a lot of fake accounts out there. Make sure you're following the right person.



A lot of military leaders have Twitter accounts, but there are a lot of fake accounts too (see above.) Make sure you're following the correct account. Some will have a blue check indicating they are verified accounts.



# Understanding the language

Twitter basics



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# Understanding the Language

## Twitter basics

- Retweet (RT): Repeating someone else's Tweet by posting it to your page.
- @username: Means you are sending a public reply to another Twitter account.
- #anytopic: Also known as a hashtag. It allows your organization add context to a tweet by linking it to a topic or a discussion. Example: #USArmy.
- Search/Saved searches: Where you can search all public posts on Twitter for any keyword or phrase. You can also save the searches you've made.
- Lists: A tool to help you group and organize other users into "lists." For example, you can create a list called "Army Veterans," "Army 10-miler," etc.
- Failwhale: Image of a whale being lifted by birds. Used by Twitter when it experiences a problem with the platform (see below.)
- Message (formerly called a Direct message): A private message sent via Twitter to one of your followers



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# Understanding the Language

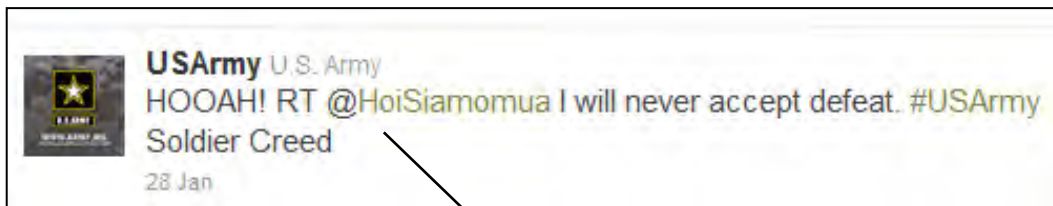
## Anatomy of a Tweet



Shortened URL

Hashtag

Public reply to  
a username



Retweet and public reply

## Common Army Hashtags

- #SOT = Support our troops
- #MOH = Medal of Honor
- #SOY = Soldier of the Year
- #MilitaryMon = Military Monday
- #FF = Follow Friday
- #DADT = Don't ask don't tell



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# Resources

Helpful Twitter links



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# Resources

There are dozens of excellent resources that can help an Army organization improve the effectiveness of its Twitter account. Check out some of the links below for tips and best practices.

- Mashable Twitter Guide Book

<http://on.mash.to/EQU82>

- Twitter Updates Presentation

<http://slidesha.re/hqBU7H>

- U.S. Army Twitter Strategy

<http://slidesha.re/dhBzwg>



**The Twitter Guide Book**

15k tweets 2496 retweets

"Twitter is a social network used by millions of people, and thousands more are signing up every day to send short messages to groups of friends. But where's the user manual for Twitter? Where do new Twitter users go to learn about Tweeting, retweets, hashtags and customizing your Twitter profile? Where do you go if you want to know all about building a community on Twitter, or using Twitter for business? How can you find advanced tools for using Twitter on your phone or your desktop? To answer all these questions and more, we've assembled The Twitter Guide Book, a complete collection of resources for mastering Twitter. Happy Tweeting!"

- Pete Cashmore, @Mashable

**Twitter 101 – The Basics**

Twitter is an entirely new way to communicate, and for new users it can be a bit daunting. Let these guides show you the ropes.

- [What is Twitter?](#)
- [Twitter Video Tutorials](#)
- [What is a retweet?](#)
- [How can I customize my Twitter background?](#)
- [What is a hashtag?](#)
- [How can I build my personal brand on Twitter?](#)
- [Twitter terms to know](#)
- [tweet this](#)

**Building Your Twitter Community**

Twitter is all about learning how to be getting the most from it.

- [Tips for building your community](#)
- [What is #followfriday?](#)
- [How to find people to follow](#)
- [How do I find Twitter friends?](#)
- [Why aren't people following me?](#)
- [What to do when you're followed](#)
- [What's a tweetup?](#)
- [tweet this](#)

**Twitter for Business**

Office of the Chief of Public Affairs Online and Social Media Division  
Twitter strategy

**Introduction:**

**Brief explanation of Twitter**  
Twitter is a site where users send 140-character updates or 'tweets' that answer the basic question: 'What are you doing?' Initially conceived as a way to have short conversations between friends, it has grown to be a viable social media tool, with any message having the potential to reach millions of people.

In order to receive these messages, a user 'follows' someone whose messages they find interesting. Once someone clicks 'follow,' they will receive all messages or 'tweets' that person sends. For example, if someone sends a message, anyone who has agreed to 'follow' that person will see it. Followers may forward or 're-tweet' messages, increasing the reach of the original tweet. The fastest way to effectively add followers is to establish credibility through informative, timely tweets and re-tweets of information that followers value.

Twitter is similar to text messaging, only through Twitter one short message can be sent to a large number of individuals who can choose how they receive those updates – via SMS, a static web page or a Twitter application on their PC or mobile device.





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# Summary

- Twitter is estimated to have nearly 200 million registered accounts and experiences about 110 million Tweets per day. Twitter users include brands, celebrities, news organizations, politicians, government organizations and non-profits.
- In operational environments, Army organizations can use Twitter to link to stories, link to images or provide quotes from leaders in deployed environments. In garrison environments, Twitter can notify individuals on the installation about road construction, school closures, weather warnings, etc.
- When first establishing a Twitter page, active engagement is crucial to building an audience and sharing information. Twitter is not a scripted dialogue. It is an open conversation between you, your followers and your potential followers.
- Focus on tweeting exceptional content. Followers will come with time. Understand your audience and Tweet information they need and want. This will help build a strong following.



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# Contact information

Have questions? Please feel free to reach out to us at the Online and Social Media Division

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To review and download past editions of the Social Media Roundup, visit our Slideshare site at: <http://www.slideshare.net/usarmysocialmedia>. All Social Media Roundups are authorized to be distributed to a broader audience.

**2/9/2010**

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